



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/783,299	02/15/2001	Justin Blockton	9539-002-99	2624
26574	7590	03/03/2005	EXAMINER	
SCHIFF HARDIN, LLP PATENT DEPARTMENT 6600 SEARS TOWER CHICAGO, IL 60606-6473			ELMORE, REBA I	
			ART UNIT	PAPER NUMBER
			2187	

DATE MAILED: 03/03/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/783,299	BLOCKTON ET AL.	
	Examiner	Art Unit	
	Reba I. Elmore	2187	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 07 December 2004.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-28 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1-28 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.

5) Notice of Informal Patent Application (PTO-152)

6) Other: _____.

DETAILED ACTION

1. Claims 1-28 are presented for examination.

Drawings

2. The objection to the drawings is *withdrawn* due to the amendment.

Specification

3. The objection to the abstract is *withdrawn* due to the amendment.
4. The objection to the disclosure is *withdrawn* due to the amendment.
5. The specification has not been checked to the extent necessary to determine the presence of all possible minor errors. Applicant's cooperation is requested in correcting any errors of which applicant may become aware in the specification.

35 USC § 12, 2nd paragraph

6. The rejection of claim 10 as being indefinite under 35 USC 112, 2nd paragraph is *withdrawn* due to the amendment.

35 USC § 102

7. The rejection of claims 1-28 as being anticipated by Fields et al. is *maintained* and repeated below with the amended claim language added to the rejection.
8. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.

9. Claims 1-28 are rejected under 35 U.S.C. 102(e) as being anticipated by Fields et al.

10. Fields teaches the present invention (claim 1) as claimed including a method for providing a computerized collection of multimedia content provided by providers to publishers (e.g., see col. 2, line 38 to col. 3, line 47), comprising the steps of:

receiving an identification of digital content to be included in the system in a submittal received from a provider, and responsive thereto, storing a link to the content in a multimedia item record (e.g., see col. 4, lines 18-39) with the submittal being received from the provider being inherent as the receipt of the identification of digital content and the link to the content being a submittal from a provider;

providing a multimedia box, the multimedia box specifying a format in which the multimedia box may be displayed (e.g., see col. 5, lines 13-34); and,

creating a publisher multimedia box page by inserting data corresponding to the multimedia item into the multimedia box (e.g., see col. 5, line 42 to col. 6, line 34).

As to claim 2, Fields teaches providing a plurality of content and a plurality of multimedia item records, each multimedia item record of the plurality storing a link corresponding to one of the content, and wherein the plurality of multimedia item records are stored in a multimedia item database (e.g., see col. 6, line 40 to col. 7, line 64).

As to claim 3, Fields teaches providing a plurality of multimedia boxes, each multimedia box corresponding to a publisher and wherein the plurality of multimedia boxes are stored in a multimedia box database (e.g., see col. 4, lines 17-54).

As to claim 4, Fields teaches providing a plurality of publisher multimedia box pages, the publisher multimedia box pages corresponding to different publishers (e.g., see col. 4, lines 17-54).

As to claim 5, Fields teaches responding to the creating step by providing a hyperlink to the publisher multimedia box page (e.g., see col. 4, line 55 to col. 5, line 34).

As to claim 6, Fields teaches the step of providing a menubox with the menubox including at least a portion of the plurality of multimedia boxes, further comprising responding to a request for the menubox by displaying a list of the multimedia boxes included in the menubox (e.g., see Figures 3A-3B and 4A-4B and col. 6, line 61 to col. 7, line 15).

As to claim 7, Fields teaches the step of updating the link to the content in the stored multimedia item (e.g., see Figures 5A-5B).

As to claim 8, Fields teaches the step of storing a publisher record further comprises being responsive to a request to register by the publisher, the publisher record having (i) identification information and (ii) aesthetic information (e.g., see col. 4, line 55 to col. 5, line 12).

As to claim 9, Fields teaches the step of storing a provider record with the provider record having identification information being responsive to a request to register the provider (e.g., see col. 4, line 17 to col. 6, line 31).

As to claim 10, Fields teaches providing a plurality of publisher records with each record corresponding to a publisher and storing the plurality of records in a user database (e.g., see col. 4, line 17 to col. 6, line 31).

As to claim 11, Fields teaches providing a plurality of provider records with each record corresponding to a provider and storing the plurality of records stored in a user database (e.g., see col. 5, line 42 to col. 6, line 31).

As to claim 12, Fields teaches providing a button having the link to the content (e.g., see col. 4, line 17 to col. 6, line 31).

As to claim 13, Fields teaches providing a publisher home page wherein the link is a hyperlink to the publisher home page, and storing further content in a multimedia item record in response to selection a button database (e.g., see col. 5, line 42 to col. 6, line 31).

11. Fields teaches the present invention (claim 14) as claimed including a system for providing a computerized collection of multimedia content provided by providers to publishers (e.g., see col. 2, line 38 to col. 3, line 47), the system comprising:

a received identification of digital content to be included in the system in a submittal received from a provider, in response to a stored link to the content in a multimedia item record (e.g., see col. 6, line 40 to col. 7, line 64) with the submittal being received from the provider being inherent as the receipt of the identification of digital content and the link to the content being a submittal from a provider;

a multimedia box specifying a format in which the multimedia box may be displayed (e.g., see col. 6, line 40 to col. 7, line 64); and,

a publisher multimedia box page created from the multimedia box with the multimedia box page having data corresponding to the multimedia item in the multimedia box (e.g., see col. 6, line 40 to col. 7, line 64).

As to claim 15, Fields teaches providing a plurality of content and a plurality of multimedia item records with each multimedia item record of the plurality storing a link corresponding to the content and wherein the plurality of multimedia item records are stored in a multimedia item database (e.g., see col. 6, line 61 to col. 7, line 64).

As to claim 16, Fields teaches providing a plurality of multimedia boxes with each multimedia box corresponding to a publisher and wherein the plurality of multimedia boxes are stored in a multimedia box data base (e.g., see col. 6, line 61 to col. 7, line 64).

As to claim 17, Fields teaches providing a plurality of a plurality of publisher multimedia box pages with the publisher multimedia box pages corresponding to different publishers (e.g., see col. 7, line 65 to col. 9, line 54).

As to claim 18, Fields teaches a hyperlink to the publisher multimedia box page (e.g., see col. 4, line 55 to col. 5, line 34).

As to claim 19, Fields teaches the invention further comprising a menubox having a portion of the plurality of the multimedia boxes and being responsive to a request for the menubox with the displayed list of the multimedia boxes included in the menubox (e.g., see Figures 3A-3B and 4A-4B and col. 6, line 61 to col. 7, line 15).

As to claim 20, Fields teaches an updated link corresponding to the link to the content in the stored multimedia item (e.g., see Figures 4A-4B and col. 6, line 61 to col. 7, line 36).

As to claim 21, Fields teaches a stored publisher record, stored responsive to a request to register by the publisher, the publisher record having identification information and aesthetic information (e.g., see Figures 4A-4B and col. 6, line 61 to col. 7, line 36).

As to claim 22, Fields teaches a stored provider record which is stored responsive to a request to register the provider, the provider record having identification information (e.g., see col. 4, line 17 to col. 6, line 31).

As to claim 23 Fields 3, teaches providing a plurality of publisher records with each record corresponding to a publisher and the plurality of records stored in a user data base (e.g., see col. 4, line 17 to col. 6, line 31).

As to claim 24, Fields teaches providing a plurality of provider records with each record corresponding to a provider and the plurality of records stored in a user data base (e.g., see col. 4, line 17 to col. 6, line 31).

As to claim 25, Fields teaches a button provided to a user which is linked to the content (e.g., see Figures 3A-3B and 4A-4B).

As to claim 26, Fields teaches providing a publisher home page wherein the link is a hyperlink to the publisher home page and wherein further content is stored in a further multimedia item record responsive to a selection of a button (e.g., see Figures 3A-3B and 4A-4B).

12. Fields teaches the present invention (claim 27) as claimed including a method for providing a computerized collection of multimedia content provided by providers to publishers (e.g., see col. 2, line 38 to col. 3, line 47), the method comprising the step of:

receiving an identification of digital content to be included in the system in a submittal received from a provider, and responsive to storing a link to the content in a multimedia item record (e.g., see col. 4, line 17 to col. 6, line 38) with the submittal being received from the provider being inherent as the receipt of the identification of digital content and the link to the content being a submittal from a provider;

providing a multimedia box specifying a format in which the multimedia box may be displayed (e.g., see col. 6, line 61 to col. 7, line 64);

creating a publisher multimedia box page by inserting data corresponding to the multimedia item into the multimedia box (e.g., see col. 6, line 61 to col. 7, line 64); wherein there are provided a plurality of content and a plurality of multimedia item records, each multimedia item record of the plurality storing a link corresponding to the content, and wherein the plurality of multimedia item records are stored in a multimedia item database, wherein there are provided a plurality of multimedia boxes with each multimedia box corresponding to a publisher and the plurality of multimedia boxes are stored in a multimedia box database and wherein there are provided a plurality of publisher multimedia box pages, the publisher multimedia box pages corresponding to different publishers (e.g., see Figure 5B and col. 7, line 65 to col. 9, line 54);

providing a hyperlink to the publisher multimedia box page in response to the creating of a publisher multimedia box page (e.g., see Figure 5B and col. 7, line 65 to col. 9, line 54);

providing a menubox when which includes at least a portion of the plurality of multimedia boxes in response to a request for the menubox by displaying a list of the multimedia boxes included in the menubox (e.g., see Figures 3A-3B and 4A-4B and col. 6, line 61 to col. 7, line 15);

updating the link to the content in the stored multimedia item (e.g., see Figure 4A-4B and col. 6, line 61 to col. 7, line 64);

storing a publisher record in response to a request to register by the publisher with the publisher record having identification information and aesthetic information (e.g., see Figure 4A-4B and col. 6, line 61 to col. 7, line 64);

storing a provider record in response to a request to register the provider with the provider record having identification information (e.g., see Figure 4A-4B and col. 6, line 61 to col. 7, line 64);

wherein there are provided a plurality of publisher records with each record corresponding to a publisher and the plurality of records are stored in a user database wherein there are provided a plurality of provider records with each record corresponding to a provider with the plurality of provider records stored in a user database (e.g., see Figure 5B and col. 7, line 65 to col. 9, line 54);

providing a button having a link to the content (e.g., see Figure 5A and 5B); and,

providing a publisher home page wherein the link is a hyperlink to the publisher home page and stores content is stored in a further multimedia item record in response to a selection of the button (e.g., see Figures 5A-5B and col. 7, line 65 to col. 9, line 54);

13. Fields teaches the present invention (claim 28) as claimed including a system for providing a computerized collection of multimedia content provided by providers to publishers(e.g., see col. 2, line 38 to col. 3, line 47), the system comprising:

a received identification of digital content to be included in the system in a submittal received from a provider, and responds to a stored link to the content in the multimedia item record (e.g., see col. 6, line 61 to col. 7, line 64) with the submittal being received from the provider being inherent as the receipt of the identification of digital content and the link to the content being a submittal from a provider;

a multimedia box which specifies a format for displaying the multimedia box (e.g., see col. 6, line 61 to col. 7, line 64);

a publisher multimedia box page created from the multimedia box with the multimedia box page having data corresponding to the multimedia item in the multimedia box (e.g., see col. 6, line 61 to col. 7, line 64);

a plurality of content and a plurality of multimedia item records with each multimedia item record of the plurality of multimedia item records storing a link corresponding to the content and stored in the multimedia item database (e.g., see Figures 5A-5B and col. 7, line 65 to col. 9, line 54);

a plurality of multimedia boxes corresponding to a publisher and stored in a multimedia box database (e.g., see col. 4, lines 17-39);

a plurality of publisher multimedia box pages corresponding to different publishers (e.g., see col. 4, lines 17-39);

a hyperlink to the publisher multimedia box page (e.g., see col. 4, lines 17-39);

a menubox including a portion of the plurality of multimedia boxes with a displayed list of multimedia boxes included in the menubox in response to a request for the menubox (e.g., see Figures 3A-3B and 4A-4B and col. 6, line 61 to col. 7, line 15);

an updated link corresponding to the link to the content in the store multimedia item (e.g., see Figures 5A and 5B);

a stored publisher record which responds to a request to register by the publisher with the publisher record having identification information and aesthetic information (e.g., see col. 4, line 40 to col. 5, line 34);

a plurality of publisher records with each publisher record corresponding to a publisher and stored in a user database (e.g., see col. 4, line 40 to col. 5, line 34);

a plurality of provider records with each provider record corresponding to a provider and stored in a user database (e.g., see col. 4, line 40 to col. 5, line 34);

a button provided to the user which is linked to the content (e.g., see Figures 5A and 5B); and,

a publisher home page with the link being a hyperlink to the publisher home page wherein content is stored in a further multimedia item record in response to a selection of the button (e.g., see Figures 5A-5B and col. 7, line 65 to col. 9, line 54).

Response to Applicant's Remarks

14. Applicant's arguments filed December 7, 2004 have been fully considered but they are not persuasive.

15. As to Fields relating to harvesting content from existing pages, this use does not preclude the reference being a valid teaching of the present claimed invention particularly as the claim language does not state the present claimed invention is used in an intermediary point between content providers and publishers who wish to use the content of web pages.

Action is made Final

16. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37

Art Unit: 2187

CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Conclusion

17. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Reba I. Elmore, whose telephone number is (571) 272-4192. The examiner can normally be reached on M-TH from 7:30am to 6:00pm, EST.

If attempts to reach the examiner by telephone are unsuccessful, the art unit supervisor for AU 2187, Donald Sparks, can be reached for general questions concerning this application at (571) 272-4201. Additionally, the official fax phone number for the art unit is (703) 746-7239.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Tech Center central telephone number is (571) 272-2100.



Reba I. Elmore
Primary Patent Examiner
Art Unit 2187

February 28, 2005